

AD HOC COMMITTEE—TOURISM MINUTES

May 12, 2006

Members Present: Ted Cushing, County Supervisor, Finance
Guy Hansen, County Supervisor, Forestry
Dan Kuzlik, UW Extension
Ruth Goetz, Dept. of Tourism, North District
John Pfeifer, 2006 County Contractor
Jodi Hanson, Rhinelander Chamber
Sarah Pischer, Minocqua—Arbor Vitae—Woodruff Area Chamber
Kari Zambon, Pelican Chamber
Diane Hapka, Three Lakes Chamber

Member Absent: Jennifer Gibson, Minocqua Resort Association

Others Present: Shelby Anderson, Lakeland Times
Stephanie Ferguson, Rhinelander Chamber, President
Virginia Radtke, Pelican Lake Chamber
Kari Canfield, Minocqua—Arbor Vitae—Woodruff Area Chamber,
Director

1. CALL TO ORDER

Guy Hansen called the meeting to order at 1:30 p.m. at the Rhinelander Chamber of Commerce. He noted that the meeting notice had been properly posted and noticed in accordance with the Wisconsin Open Meeting Law.

2. APPROVE AGENDA

It was moved by Hanson, seconded by Goetz, to approve the May 12, 2006 agenda. All “aye” on voice vote. Motion carried.

3. APPROVE APRIL 7, 2006 MEETING MINUTES

It was moved by Zambon, seconded by Pischer, to approve the April 7, 2006 minutes. All “aye” on voice vote. Motion carried.

4. BRIEF REVIEW OF MAIN GOALS FROM LAST MEETING

Dan Kuzlik listed the goals as follows:

- a) Develop adequate resources from the County / Grant opportunities.
- b) Identify leadership and coordination.
- c) “Brand Name” for Oneida County Tourism.
- d) Marketing administrator with a trained staff.

5. DESCRIPTION / DISCUSSION OF VILAS COUNTY TOURISM PROMOTION

PROGRAM. Cindy Burzinski from Vilas County Tourism was unable to attend the meeting. Sarah Pischer outlined their program to the best of her ability for the Committee as follows:

- a) Vilas County has two full time employees with a total budget of \$185,000.00, of which \$90,000.00 is spent on advertising and the balance on payroll, office, etc. In addition to the \$90,000.00, eleven chambers contribute \$18,000.00, being the total advertising total to \$108,000.00.
- b) Seven Vilas County Board Supervisors sit on the Committee.
- c) Sarah Pischer pointed out that Vilas County also applies for and receives many JEM Grants to bolster their promotional budget. Oneida County gets no grants.

- d) The Vilas County Tourism Department meets with the Vilas County Chamber of Commerce on a monthly basis.
- e) The Vilas County Chamber has a small budget funded by local businesses.

Sarah Fischer also passed out copies of the old Oneida County Chamber by-laws that were never adopted. Sarah Fischer will provide the Committee members with the Vilas County Chamber by-laws, budget, and the Vilas County Advertising budget at our next meeting. It was also pointed out that Vilas County is going to combine Promotion / Tourism with the Economic Development Department and will ask for an additional \$10,000.00 from the Board to fund the effort.

6. BAYFIELD AND PRICE COUNTY STRUCTURE AND BUDGETS. Ruth Goetz passed out a tourism survey that is being sent to all County Board Chairs. She then outlined the structure and budgets as follows:

A. Bayfield County

- 1. Name: Bayfield County Tourism and Recreational Department.
- 2. Two full time staff.
- 3. Responsibilities—County-wide tourism promotion, trails support and maintenance of three County campgrounds.
- 4. Total budget of \$751,650.00 of which \$129,557 is earmarked for tourism.
- 5. The department is housed under Forestry.
- 6. Bayfield combines their efforts with Ashland County and the Ashland County staff handles the effort.
- 7. All Ashland and Bayfield County Chambers meet quarterly with the departments. The chambers are advisory only.

B. Price County

- 1. Name: Price County Tourism.
- 2. One full time clerical and one part time director.
- 3. Total budget of \$94,501.00 of which \$24,250.00 is earmarked for promotion. They also received a \$26,200.00 JEM Grant.
- 4. Responsibilities—Promote Price County as a travel destination, maintain tourism office, print brochures, web site, 800 number, and advertising.
- 5. The department is housed under Forestry.
- 6. Price County only has two chambers—Phillips and Park Falls.

7. DISCUSS THE PROPOSED ONEIDA COUNTY TOURISM PROMOTION

“PROGRAM” STRUCTURE AND FUNCTION. Ruth Goetz asked if we could expect Oneida County to add a person to oversee a Tourism Program. After much discussion, it was decided that we should come up with more than one scenario of how the program could be structured. It was pointed out that our current budget is \$50,000.00 of which \$25,000.00 is spent on advertising. Dan Kuzlik then helped in the laying out of five different plans:

PLAN A

- 1) County—two full time staff
- 2) Significant increase in budget
- 3) Model after Vilas County
- 4) Office space / equipment
- 5) Advertising Committee / Recreational Trails maps, etc ala Bayfield County
- 6) Re-establish the Oneida County Chamber

PLAN B

- 1) County—one full time clerical, one part time director
- 2) Significant increase in budget
- 3) Office space / equipment
- 4) Model after Price County
- 5) Re-establish the Oneida County Chamber

PLAN C

- 1) Contracted Director
- 2) Clerical staff shared with Economic Development
- 3) Re-establish county-wide chamber with some oversight and decision making responsibility
- 4) Significant increase in budget
- 5) Tourism combined with Economic Development Board

PLAN D

- 1) Merge with Vilas County to promote tourism
- 2) Oneida County would have to share expenses and match the Vilas County advertising budget
- 3) Re-establish Oneida County Chamber and merge with Vilas County Chamber

PLAN E

- 1) Stay as is
- 2) Significant increase in budget
- 3) Re-establish Oneida County Chamber
- 4) Member Chambers and / or towns contributing to the advertising budget

It was suggested that everyone review the plans and be prepared to make changes to “fine tune” the 5 proposals.

8. **Set date, time, location, and topics for next meeting.** It was suggested to propose two dates—June 12 or June 14 for the next meeting. The meeting will be in either Minocqua or Eagle River in the hopes of getting a report from Cindy Burzinski.

9. **ADJOURN.** It was moved by Cushing, seconded by Hanson, to adjourn the meeting. All “aye” on voice vote. Motion carried.

Chairman, Guy Hansen

Ted Cushing, Recording Secretary